

Papel Sociedade Sivil nian hodi promove industria prosesamento Produto Agrikola

Dia 22 Fevereiru 2018

PARCIC

Analiza situasaun industria

- Entidade prosesador nebe tama kategoria 'industria' oituan liu.
- Maioria prosesador mak feto, no halibur an nudar grupu, ho membru maximu ema nain 10
- Maioria grupu prosesador la registu.
- Maioria grupu prosesador hetan formasaun, apoio ekipamento ou finanseiru husi parte governo ou ONG
- Iha desafio hanesan maibe la iha linha kordenasaun entre grupu hodi resolve

Desafiu nebe grupu procesador sira hasoru

Hatene prosesa, la hatene fa'an

Do'ok husi merkado

Kalkurasaun
kustu

La konese
merkado

Distribusaun

Package

Promove agrokomersiu liu husi inan feton sira iha area rural



Seleksaun produtu



Lista produtu to'o agora

Municipio	Grupu	Produtu	Municipio	Grupu	Produtu
Ainaro	Hanoin ba Oin	Xa Herbal (Dareta, Ortelaun, Avokado, Derok, Du'ut morin, Getto, Rosella)	Covalima	Remmajejeju	Bolinhos (Nu'u, Akar, Ailia, Forerai)
		Seasoning (Sweet basil, Lemon balm)		Feto Oan Kiak	Kiri-kiri batar u'ut (Lena, Basil salt, plain)
		Bani be'en		Feto Gronto	VCO
		Marmelada Murango		Xa Herbal (Rosella)	
Aileu	Feto Buka Moris	Kripik Aifarina	Bobonaro	APAM	Marmelada Forerai
		Kripik Kontas		Moris Foun	Xa Herbal (Rosella)
Baucau	TRM-OCA	Kripik Hudi		Masin Atabae	Bani be'en
		Kripik Kulu		Masin	Marmelada Forerai
	FIB	Marmelada Forerai	VCO	Masin	
		Peanut adobu	VCO	VCO	
	FENA	Budu modo (Aidila, Lakeru nurak, Lakeru mutin)	Liquisa	Bermuttuh	Labuxadosukaer
	HPL	Xa Herbal (Rosella)		Marungi u'ut	
		Marmelada Aidila, Ainan			
REWA	VCO				
		Xa Herbal (Rosella)			
			14 grupu		29 items

Kalkurasaun kustu

Banana chips	Baseline	Net per package	100g
Banana	\$53.00/53400g		0.10
Cooking oil	\$37.60/53400g		0.07
Sugar	\$9.25/53400g		0.02
Kerosene	\$17.00/53400g		0.03
Salt	\$0.30/53400g		0.001
Wages	\$49/53400g		0.12
Package	\$0.06/package		0.06
Label	\$0.16/package		0.16
local transportation	\$5/53400g		0.01
Product cost			0.57
Rinso	\$0.05/53400g		0.0001
MP	\$4/53400g		0.01
Electricity	\$0.50/53400g		0.001
Water	\$0.25/53400g		0.000
Consumption	\$1.00/53400g		0.002
Local operation cost	\$30.00/53400g		0.10
Cost price in Baucau			0.68
Transportation	\$36.00/500pack/week		0.07
Storage	\$25*12month/24000pack		0.01
Cost price in Dili			0.76
Dili operation cost	15% from product cost		0.09
Wholesale price in Dili			0.85

Package



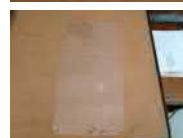
Plastic tube,
Ø 60 mm x 150 mm
US\$ 0.16



P-bottle 210ml
US\$ 0.16



Plastic tube,
Ø 80 mm x 40 mm
US\$ 0.15



Plastic PP Mika Plane,
0,10 mm x 15 x 28,5 cm
US\$ 0.06



Transparent bag +
Zipper,
OPP20/CPP40,
Three Side Seal,
0,060 mm x 150 x 230
(460) mm
US\$ 0.06

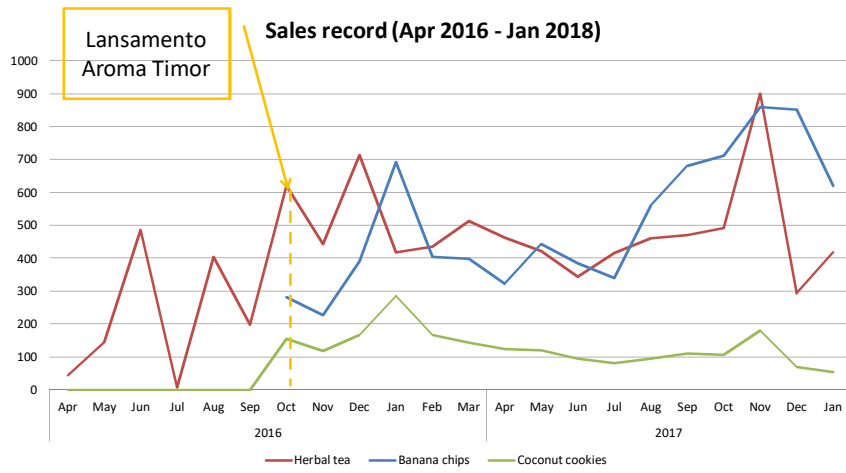


PET Bag for tea,
Center Seal + Gusset,
(75+35+10) 240 mm x
190 mm,
VMPET12/LLDPE80 =
0,092 mm
US\$ 0.03

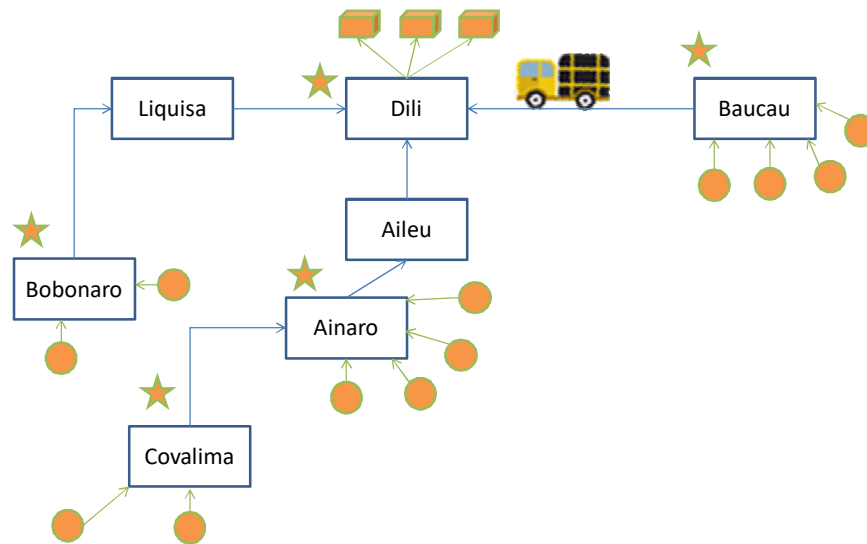
Branding



Resultado fa'an



Distribusaun



Papel sociedade Sivil

- Muda aproximasaun assistensia humanitaria ou caridade ba apoio negosio.
- Kapasita grupu produtor sira liu husi assistensia tekniku iha parte produsaun, gestaun kualidade, gestaun finanseiru no marketing.
- Apriende konaba merkado no gestaun negosio hodi fasilita grupu prosesador sira 'fa'an produktu'.

Papel governu

- Guarante base legal ba grupu prosesador ki'ik sira (MoJ)
- Guarante kualidade produsaun (MAF, MoH)
- Guarante produktu nia origin ba merkado rai liur (MCI)



Obrigada